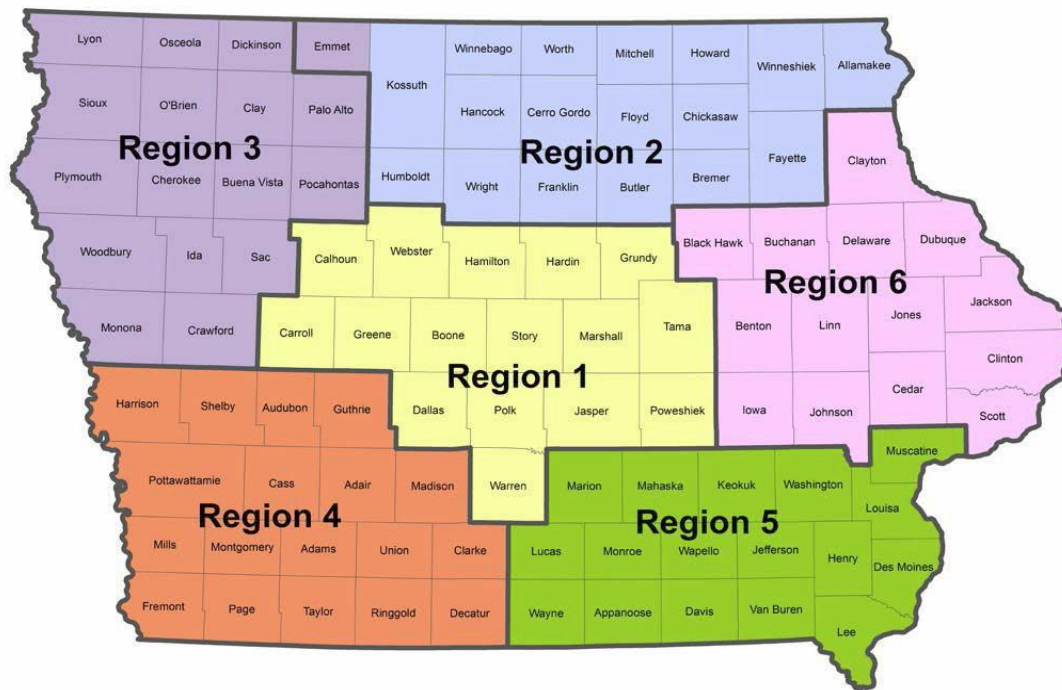


# Strategies for Implementing Health Improvement Plans

## *Highlights from the CHNA & HIP 2013 Progress Reports*



In 2013, local public health agencies submitted progress reports on their implementation efforts. These efforts show that the agencies not only are using solid, evidence-based strategies to improve their community's health status, they also are using some very creative approaches to achieve their objectives. These are some themes running through the reports:

- A heavy reliance on coalitions to achieve objectives, particularly in preventing youth from using alcohol and other drugs including tobacco and promoting healthy nutrition and physical activity.
- Launching websites to increase awareness of agencies' strategies and linking with other websites for health information.
- Attention to transportation issues.
- The influence of becoming a Blue Zone community which enhances prevention efforts and increases the community's receptivity to the importance of a healthier environment.

- Resources from the Community Transformation Act to carry out implementation plans.
- Effective use of technology to provide targeted messages.
- Recognition that reducing the risk of obesity requires comprehensive programs reaching from the kitchen table to schools, worksites, and the community itself.

What follows is a selective list of one innovative initiative from each county to engage communities and partners in taking action that achieves measurable objectives:

<b>Adair</b>	Using the Adair County Facebook pages with health topics and recipes to increase the number of people receiving preventive screenings.
<b>Adams</b>	Blood pressure screenings at county pesticide trainings and wellness centers.
<b>Allamakee</b>	Besides collection of unused prescription drugs, a mentoring video for prescription drug abuse awareness distributed to local businesses along with flyers, press releases, and billboards.
<b>Appanoose</b>	Collaborating with Centerville Trails to Wellness to extend sidewalks between schools.
<b>Audubon</b>	Providing a curriculum on binge drinking in schools and educating establishments selling alcohol on underage drinking.
<b>Benton</b>	A comprehensive approach to reducing underage drinking through a skill building class in the middle school, student-organized peer groups, and passage of a social host ordinance by the board of supervisors.
<b>Black Hawk</b>	Social media messaging targeted to 15-24-year age group to raise awareness of sexually transmitted diseases and find testing centers.
<b>Boone</b>	Partnering with the local hospital on mental health education for emergency response personnel.
<b>Bremer</b>	Promoting public health-supported events via the Waverly Chamber of Commerce website.
<b>Buchanan</b>	A new website for promoting a comprehensive approach to the risk of obesity.
<b>Buena Vista</b>	Working on the county's response to reorganizing mental health services.
<b>Butler</b>	Maintaining up-to-date information on disaster preparedness through Facebook.
<b>Calhoun</b>	At fund raising events, selling flower bulbs instead of high fat and sugar foods.
<b>Carroll</b>	Developing an online mental health referral database showing what services are available in the county and surrounding areas along with contact persons.

<b>Cass</b>	Cass County Food Policy Council implementing a program, Produce in the Park, in conjunction with the community's music series.
<b>Cedar</b>	An emergency preparedness page on the public health website with family plan and special needs registry information.
<b>Cherokee</b>	Purchasing and distributing to partners Reality Works Babies for demonstrating the impact of using alcohol and drugs during pregnancy.
<b>Chickasaw</b>	Two greenhouses for teaching students about plants—planting, caring for them, and harvesting them for food.
<b>Clarke</b>	Distributing a free video, "The Period of Purple Crying," to every parent of a newborn.
<b>Clay</b>	Recruiting Spanish speaking interpreters to volunteer translation services during a crisis.
<b>Clayton</b>	Proposing a social host ordinance for the county.
<b>Crawford</b>	Successfully establishing a taxi service.
<b>Dallas</b>	75% of county residents needing treatment receive substance abuse treatment within five days.
<b>Davis</b>	With mini-grant funds conducted a vending machine assessment.
<b>Decatur</b>	Expanding transportation services and holding a community meeting to identify additional health needs and priorities.
<b>Delaware</b>	Providing a free outpatient breastfeeding session.
<b>Des Moines</b>	Increasing pneumonia and flu vaccination rates for those who are ages 65+ by offering vaccine before hospital discharge and expanding access at pharmacies.
<b>Dickinson</b>	Placing healthy items at the grocery store check-out counters and in Blue Zone aisles; including a Blue Zone menu at restaurants; and adding a public health communication in church bulletins.
<b>Dubuque</b>	Piloting a smart phone technology along with user-inputted information, in conjunction with a health risk assessment, to provide targeted messages via text and e-mail.
<b>Emmet</b>	Improving walking trails and installing new sidewalks to encourage walking.
<b>Fayette</b>	Using health alerts on a separate website for community members who sign up for the alerts.
<b>Floyd</b>	A Nurturing Parenting Program to encourage healthy growth and development of young children.

<b>Franklin</b>	Promoting the new walking trail with a Progress Park Celebration, sponsored by the Franklin County Coalition.
<b>Fremont</b>	Based on a comprehensive analysis of underlying issues facing teenagers, a plan to address these issues.
<b>Greene</b>	100% of clients choosing a local provider for maternal and child health services in a medical home model for services.
<b>Grundy</b>	Grants for materials to build 4x4 raised boxes for anyone wanting a garden, with the city piping in a waterline to the gardens and providing labor to build the boxes.
<b>Guthrie</b>	Partnering with ISU Extension, New Opportunities, and HOPES to educate girls and women on methods for preventing chlamydia.
<b>Hamilton</b>	Two fully trained inspectors completing inspections of pools, spas, tanning beds, tattoo parlors, water/wells, and septic systems.
<b>Hancock</b>	Every breast and cervical cancer program participant and their partner offered colorectal cancer screening services.
<b>Hardin</b>	Partnering with family planning agencies to increase access to services.
<b>Harrison</b>	A survey assessing Food Pantry participants' readiness for nutrition education.
<b>Henry</b>	A parent pledge committing the parent to monitor youth gatherings and increase communication with the sheriff via a tip line along with a social host ordinance placing criminal penalties on those providing alcohol to minors.
<b>Howard</b>	A Walking Wednesday program with buses dropping students off at a walking distance from schools every Wednesday when weather permits.
<b>Humboldt</b>	Filling the lack of programs and services for domestic violence victims with materials on domestic violence at all WIC clinics, support from the HOPES staff, and a coalition to work on the issue.
<b>Ida</b>	Purchasing a digital mammography machine to increase the number of women having mammograms.
<b>Iowa</b>	Distributing information on county transportation and working with local partners to keep an updated roster of local volunteers.
<b>Jackson</b>	Three workgroups organized to develop a model school policy on substance use, draft a social host liability ordinance, and Training for Intervention Procedures (TIPS) for retailers.
<b>Jasper</b>	Collaborating with other agencies to assist children needing coverage for the costs of lead poison tests.

<b>Jefferson</b>	A car seat inspector offering education and inspection.
<b>Johnson</b>	Pharmacy vouchers for uninsured clients of safety net providers as well as a resource list of free and low-cost health care and prescription drug assistance.
<b>Jones</b>	Grants providing free Tdap vaccine for uninsured and insured adults.
<b>Keokuk</b>	Keokuk and Jefferson counties sharing the services of a tobacco coalition coordinator.
<b>Kossuth</b>	The Kossuth Wellness Initiative writing a successful application for small communities in the Blue Zone Project.
<b>Lee</b>	Lee County Board of Supervisors voluntarily changing the employee policy to prohibit all forms of tobacco use.
<b>Louisa</b>	Promoting the development of a 15-member volunteer medical corps to assist in the event of a public health emergency.
<b>Linn</b>	The Linn County Food Council organizing the agricultural and food industry, educators, hunger representatives and others to improve the county's food system.
<b>Lucas</b>	Using classes, a picnic, and other events to educate at-risk pregnant mothers and mothers with young children to increase their physical activity and their knowledge about nutrition.
<b>Lyon</b>	Nursing students auditing immunization records for students in grades 6-12 in all schools in preparation for school clinics.
<b>Madison</b>	Middle school students sending letters to prom goers reminding the prom goers that they looked up to them and to be safe on prom night.
<b>Mahaska</b>	Meeting the goal of reduced readmissions to the hospital by providing patients at the time of discharge with materials, instructions, and a way of verifying patient or caregiver understanding of needed follow-up.
<b>Marion</b>	As part of their involvement in food safety education, planning for community events with environmental health and the Department of Inspections and Appeals.
<b>Marshall</b>	A reduction in teenage pregnancy through a comprehensive school, community awareness, and a train-the-trainer program.
<b>Mills</b>	Repeating health messages on health behaviors from the ZLR contractor in articles, ads, retractable banners, radio announcements, scrolling signs, Facebook, and a website.
<b>Monona</b>	An immunization coalition that has been instrumental in increasing immunizations for children age 24-35 months and increasing full immunization rates for adolescents from 54%-81%.

<b>Montgomery/ Page</b>	A successful effort to create tobacco-free parks in Red Oak and Clarinda and build a cancer control coalition.
<b>Monroe</b>	A gym open on Sunday night and the Family Life Center open for the public.
<b>Muscatine</b>	A telepsychiatry process in place to improve psychiatric assessment/consultation in crisis situations.
<b>O'Brien</b>	Increasing the number of clinics and walk-in clinics to expand the rate of immunizations.
<b>Osceola</b>	Community volunteers doing GPS mapping to determine the safest routes for children to walk to school.
<b>Palo Alto</b>	A major effort to upgrade septic systems, destroy systems at abandoned farms, and educate incorporated towns on the process for installing sewer systems.
<b>Plymouth</b>	Working with the Floyd Valley Hospital on childhood obesity as the hospital and the local public health agency's joint priority issue.
<b>Pocahontas</b>	Training and mentoring direct care workers on stroke, obesity, and cardiovascular disease.
<b>Polk</b>	Completion of a Hunger-Free Community plan including a summer feeding program along with promoting the location of feeding sites.
<b>Pottawattamie</b>	A mental health and substance abuse network offering information and learning to foster and support a comprehensive mental health and substance abuse service continuum.
<b>Poweshiek</b>	An after-hours health clinic with plans for an expanded free clinic hours and provision for out-of-county transportation by church volunteers.
<b>Ringgold</b>	A public sewer system under construction.
<b>Sac</b>	A Life Skills program for elementary school children, parenting programs, community meetings, and training for retailers to address substance abuse among youth.
<b>Scott</b>	Aligning health improvement efforts of the county with the Rock Island County Health Department.
<b>Shelby</b>	Decreasing the percentage of students contemplating suicide through behavioral counseling, medical management, a focus on bullying, parental counseling, and Employee Assistance Program services.
<b>Sioux</b>	Ensuring that all providers have interpreters or, at a minimum, access to Language Line for members of the community when English is not their first language.
<b>Story</b>	Applying for a Federally Qualified Health Center to increase access to health services.

<b>Tama</b>	Support for funding from two city councils to improve walkability of routes to school and elsewhere.
<b>Taylor</b>	Using Time of Transfer (TOT) inspections as a teachable moment to educate homeowners about septic systems and their care.
<b>Union</b>	Successfully transitioning all agencies to radio narrow banding and resolving related issues.
<b>Van Buren</b>	Students in the SAFE Coalition successfully advocating for a smoke-free city park.
<b>Wapello</b>	A successful recruitment effort of five new physicians with the addition of two new clinics plus a walk-in clinic.
<b>Warren</b>	Free blood sugar screenings and blood pressure checks at congregate meal sites.
<b>Washington</b>	Advocating for environmental changes that increase walkability and bikability and promoting programs like Footloose Friday walking events.
<b>Wayne</b>	Including a physical activity prescription when a patient has a routine appointment with a physician.
<b>Webster</b>	A referral system to connect families/children with mental health/behavioral health services and related follow-up.
<b>Winnebago</b>	Presentation of an extensive needs assessment to the Community Cares Coalition.
<b>Winneshiek</b>	Collaborating with community partners to develop the ROSC/ROSA program—a community of support recovery to stabilize persons in need of assistance/experiencing a crisis.
<b>Woodbury</b>	Holding a community meeting with non-profits, governmental officials, and clergy to learn more about economic deprivation and response efforts.
<b>Worth</b>	A mentoring program funded by a non-profit organization directed at reducing substance use and violent/aggressive behavior.
<b>Wright</b>	Involving 7.5% of the county's 13,000 population in the Live Healthy Iowa program of making healthy nutrition choices and being physically active.

For detailed information on how the strategies are being used to achieve objectives in the health improvement plan, contact the local public health agencies:

[http://www.idph.state.ia.us/webmap/default.asp?map=public\\_health\\_contacts](http://www.idph.state.ia.us/webmap/default.asp?map=public_health_contacts)